

"KFH-THAT SELLING STATION FOR KANSAS AND NORTHERN OKLAHOMA"

This is the story of **KFH,**

Prepared for the

Attention of _____

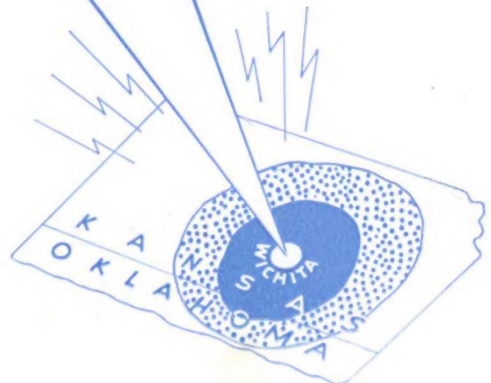
KFH

*- that selling station for
Kansas & Northern Oklahoma*



A CBS STATION

5000 WATTS L.S. - 1000 WATTS NIGHT - 1300 KILOCYCLES
Represented Nationally by Edward Petry & Co., Inc.



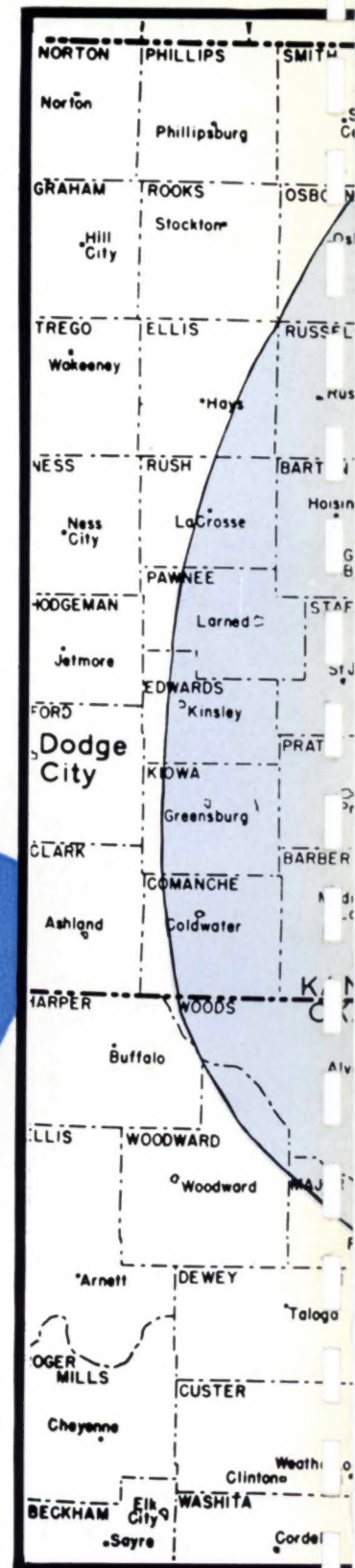
Here's what GLENN D. GILLETT *says*

CERTIFIED AUDIT OF POTENTIAL RADIO CIRCULATION SURVEYED FEBRUARY, 1939

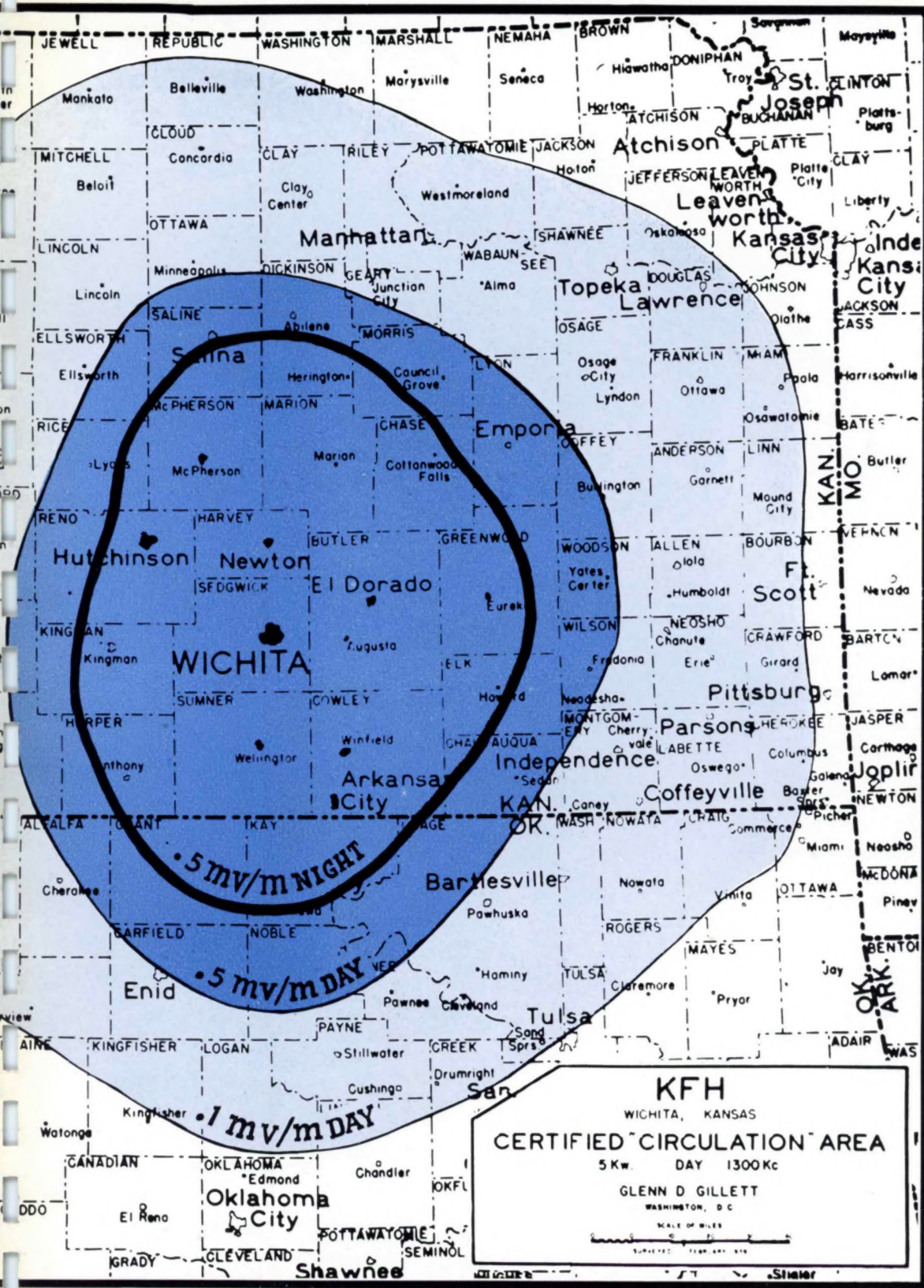
The Nature and Basis of Certified Audit:
This audit shows the area from which KFH draws its "circulation" and "potential circulation" based on field strength measurements, and as defined by standards promulgated by the FCC.

Certified Potential Circulation:
This is the number of sets which can receive from KFH a satisfactory signal as defined above. "Part-time circulation" comprises those sets located where reception may at times be interfered with, but where much of the time conditions will permit good reception. If the service from KFH is the best available in the "part-time circulation" area, it will be regularly listened to and this circulation should be considered comparable with certified circulation.

Standards:
This limit of "certified circulation" for urban residential districts is 2 mv/m and for rural areas is .5 mv/m unless further limited by interference or fading.
The limits of "part-time circulation" in rural areas shall be .1 mv/m unless limited by interference.



There are 351,062 radio homes in this daytime KFH Airea. However, KFH takes credit for a *potential* audience of only 292,421 of these homes, based on Gillett's Report that some of those cities in the outer fringes may not clearly hear KFH at all times in the event of interference.



PER CENT OF AIREA INCLUDED

For the purposes of this market study, the figures on the following pages are for the entire KFH Aireia included in blue. Those partially tinted counties are included according to the following percentages:

KANSAS

Douglas, 99%
Riley, 93%
Pottawatomie, 93%
Kiowa, 83%
Commanche, 81%
Edwards, 81%
Pawnee, 81%
Republic, 72%
Osborne, 70%
Linn, 63%
Jewell, 61%
Crawford, 60%

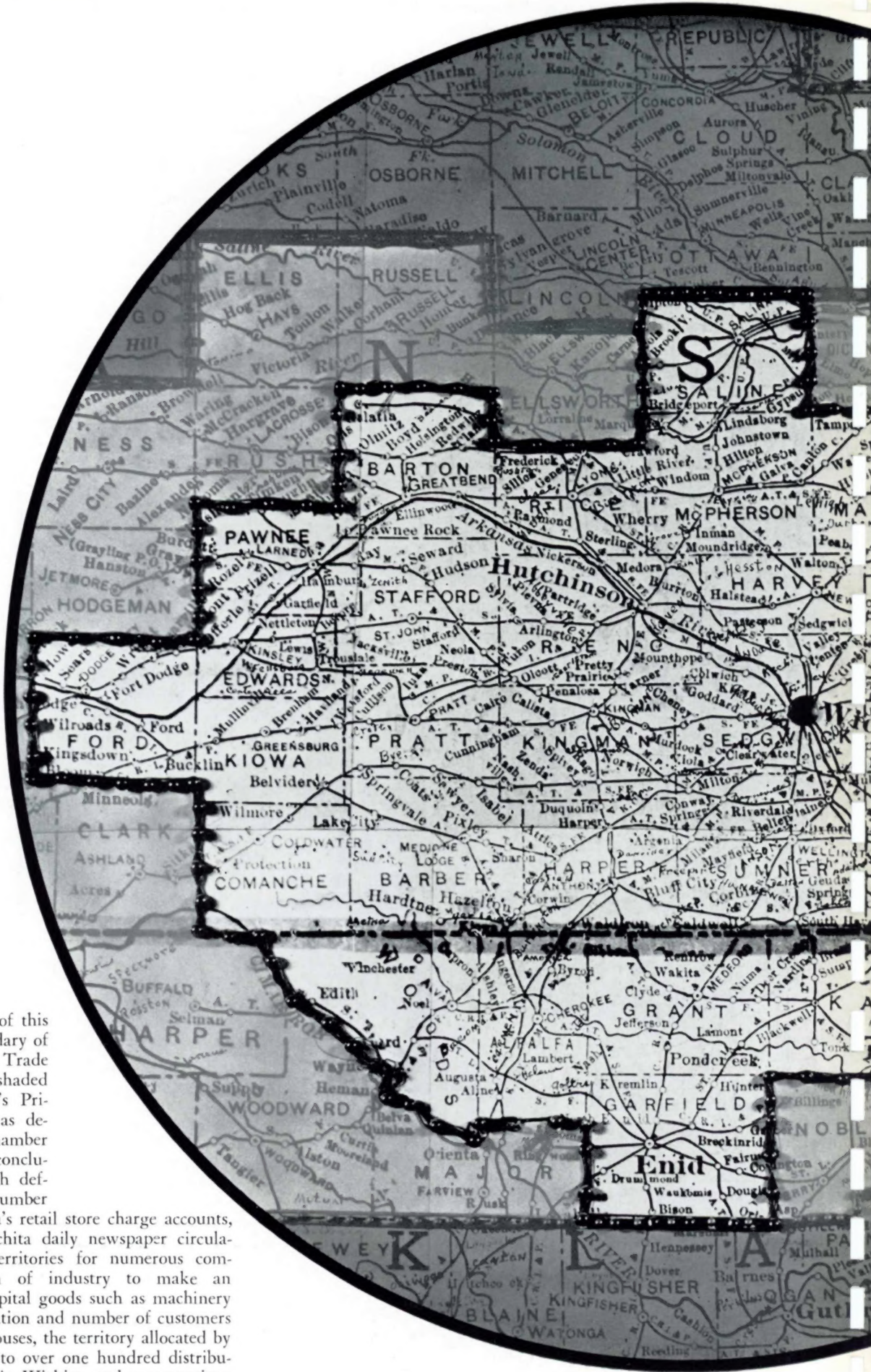
Bourbon, 58%
Rush, 58%
Cherokee, 56%
Miami, 55%
Washington, 55%
Jackson, 51%

Jefferson, 41%
Ellis, 23%
Johnson, 18%
Marshall, 13%
Smith, 7%
Leavenworth, 5%

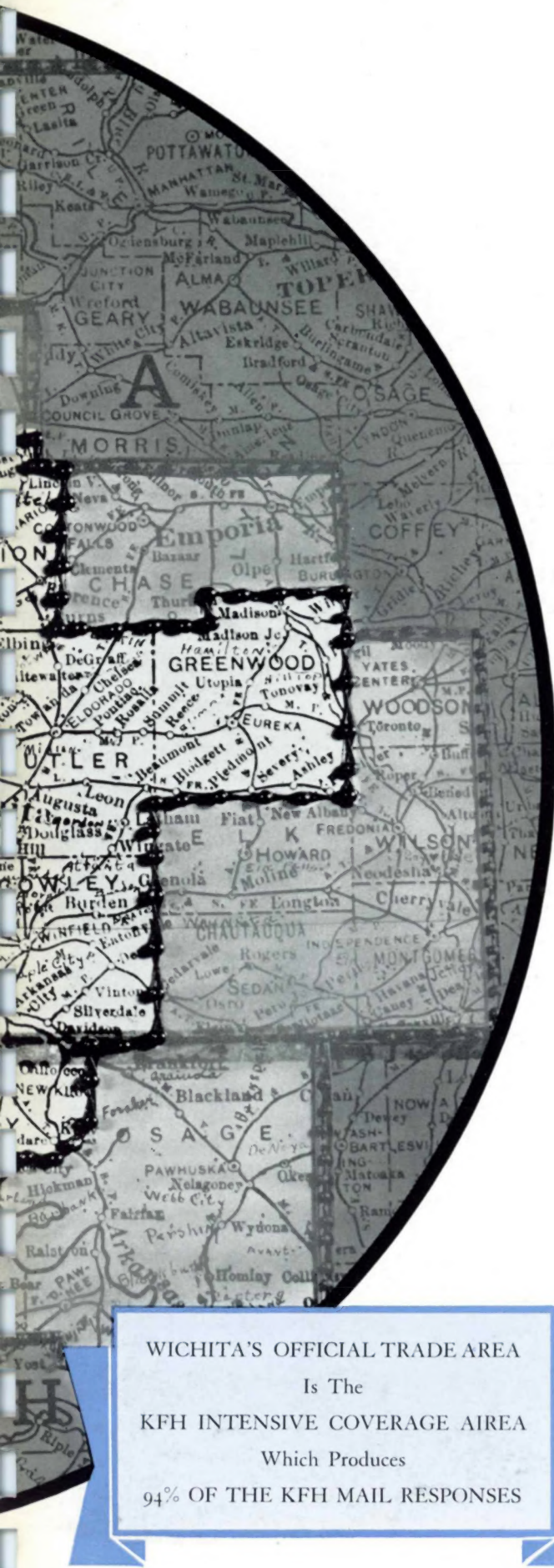
OKLAHOMA

Nowata, 99%
Washington, 99%
Woods, 99%
Logan, 93%
Major, 73%
Craig, 71%
Creek, 60%

Kingfisher, 56%
Tulsa, 38%
Rogers, 40%
Lincoln, 32%
Woodward, 12%
Ottawa, 8%
Blaine, 7%



The light central area of this map indicates the boundary of Wichita's Immediate Trade Area, while the lightly shaded area indicates Wichita's Primary Wholesale area, as defined by the Wichita Chamber of Commerce. These conclusions are based on such definite factors as the number and location of Wichita's retail store charge accounts, the density of the Wichita daily newspaper circulations, distributorship territories for numerous commodities, concentration of industry to make an extensive market for capital goods such as machinery and equipment, the location and number of customers of Wichita wholesale houses, the territory allocated by national manufacturers to over one hundred distributors and sales branches in Wichita, and a comparison of freight rates with competing cities of this region.



KFH Airea Includes or Touches

- - - 67 Kansas Counties

- - - 22 Oklahoma Counties

The very heart of Kansas, plus Northern Oklahoma, is built around Wichita. Here in the center of an important trade territory lies one principal city which is the hub of activities for the region.

This whole area is full of communities: towns of 500, 1,000, 5,000 or 10,000 people. Surrounding farms are well populated, too. Yet in this region there is but *one* real metropolitan city for these folks to depend upon . . . the city of Wichita.

Naturally, Wichita is a strong influence—the guiding influence—in the lives of all these people.

Rarely do you find one city leading so great an area. Rarely do you find such a trade area that is not shared by other important cities.

This unusual example of a self-contained and co-ordinated marketing structure is valuable to manufacturers and distributors. For here you need to influence but one center, and the force of your influence effectively radiates throughout the entire region.

It is interesting to note that the area which Gillett shows is covered by KFH, corresponds almost to the county to the area primarily dependent upon Wichita. It is interesting, too, that 94% of KFH's mail response is from this area, and is regularly received from every county of the trade territory shown.

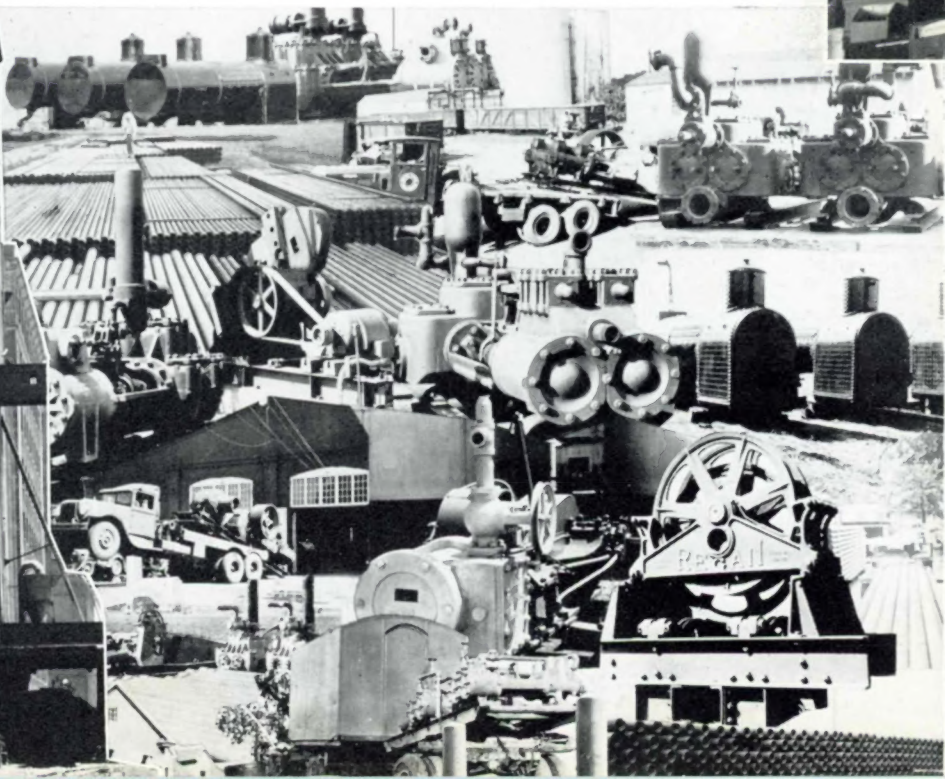
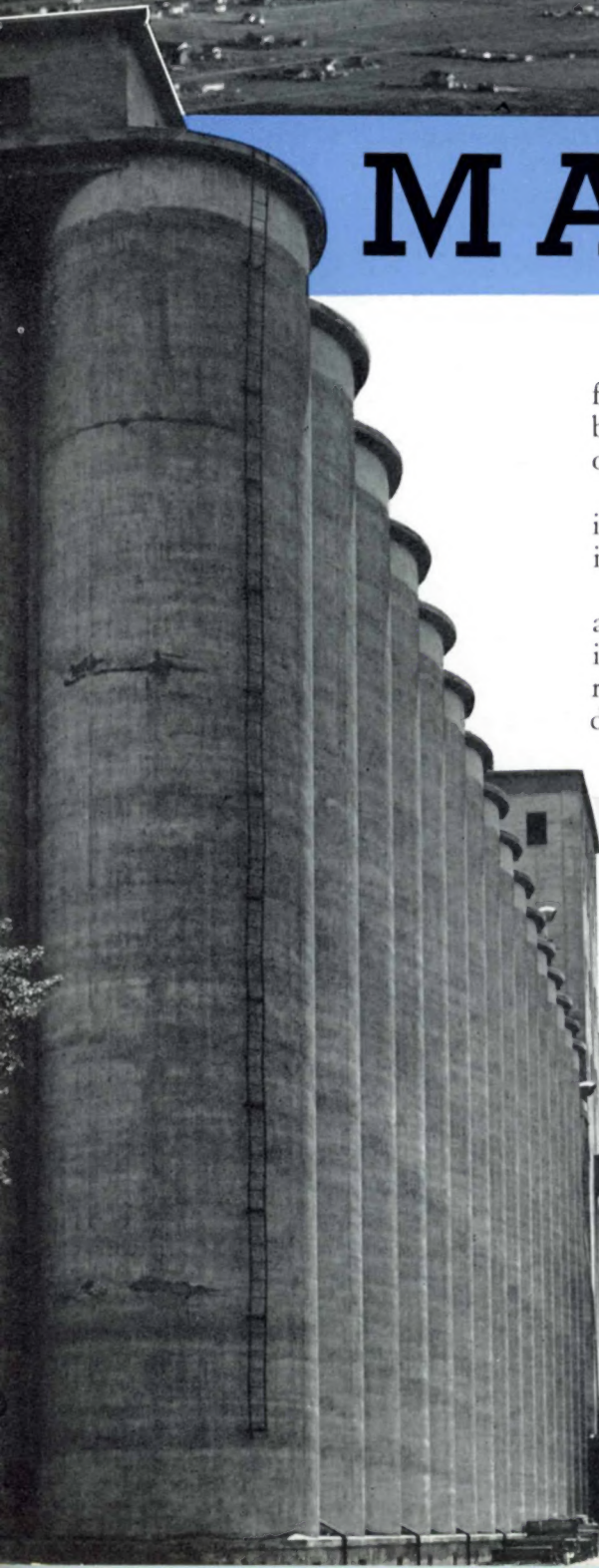


MANUFACTU

A never-ending stream of manufactured goods surges from the 1,400 industrial plants in the KFH Airea . . . products bound for destinations throughout the country, and throughout the world.

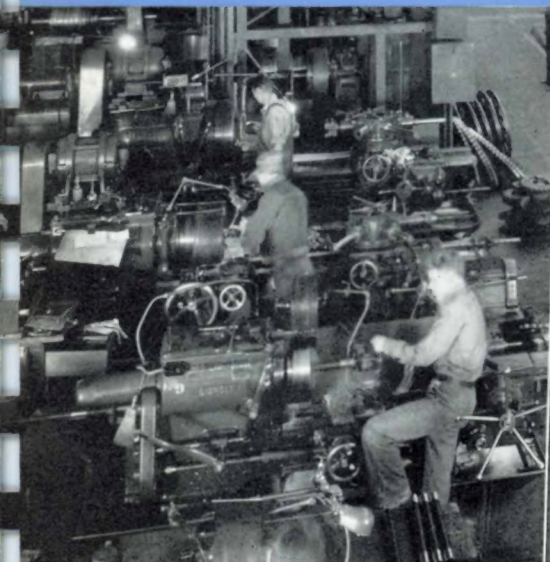
Huge items, as airplanes or oil field machinery, or small items as lamps and stoves, are continuously turned out, keeping plants going, men working, dollars coming in.

Income from the diversified manufacturing in the Wichita area is well distributed. While it's true that Wichita is in itself an important manufacturing center, nearly every surrounding town of 1,000 population or more has its own industrial activities to add to its income.





RING





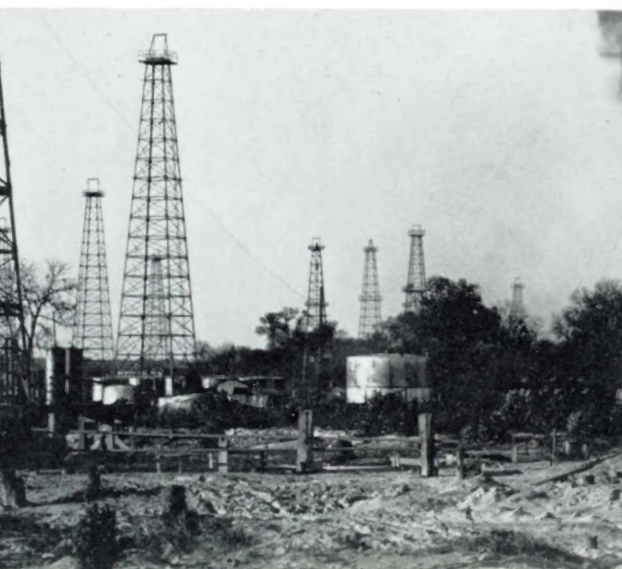
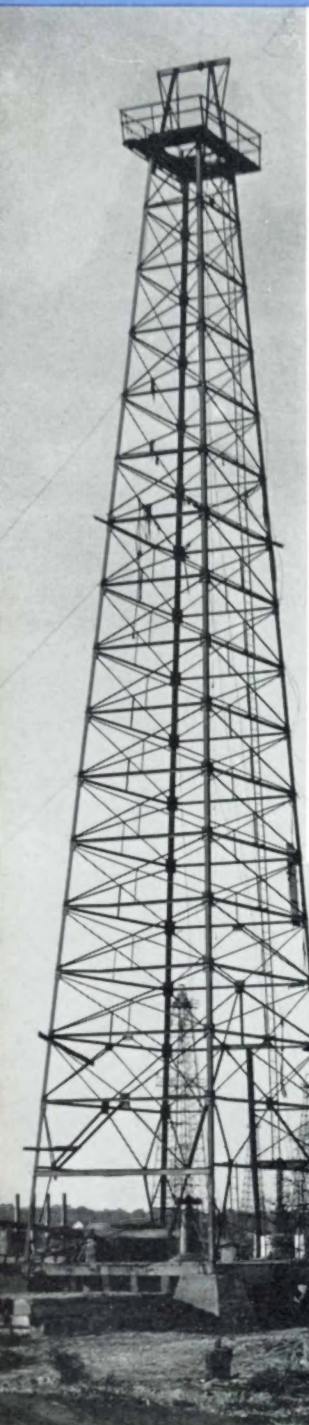
MINERAL WE

Beneath the soil of the KFH and Wichita Airea lies a great source of purchasing power. Few regions of comparable size enjoy such richness of minerals, such diversity of resources.

Thousands upon thousands of land owners in this territory add the revenue from mineral exploitation to their regular earnings.

Oil, coal, cement, natural gas, lead, helium, salt, pumice, zinc, for example, bring extra income to every section of the KFH Airea.

These natural resources are vitally important to the entire Nation. Their sale pours money into this territory. Armies of workers are kept busy supplying this demand . . . earning money which buys advertised merchandise.





ALTH



CONOCO PHOTO





A G



153,917 individual farms are tilled in the KFH Airea. These farms bring untold millions of dollars into this market every year.

Proof of the richness and productiveness of these farms is shown by this fact: the KFH Airea farms are authoritatively valued at MORE THAN A BILLION DOLLARS . . . an average of \$8,657 each! Farm values are directly proportionate to productiveness.

Varied growing conditions, as soil, rainfall and altitude, allow a valuable diversification of crops,



R I C U L T U R E

freeing the Wichita area from depressed conditions if some particular crop should fail.

Kansas leads 41 other states in total dollars and cents cash farm income!





DISTRIBUTION AND TR





The available channels for distribution measurably influence the value of any market. Distribution and transportation facilities in the Wichita territory have been developed to a fine point of adequacy and efficiency.

Proof of Wichita's strength in so important a phase of business is shown by this fact: for its size, Wichita is the *fourth* city in the country in total wholesale sales volume. This volume results from ability to distribute profitably.

The many well-placed distributing and warehousing firms in the KFH Airea are ably served by unusual railroad, truck and airline services.

The manufacturers who sell in the Wichita market have a clear channel to their customers . . . which increases their opportunity for sales and profits.



TRANSPORTATION



A YEAR AROUND MARKET • • •

MANUFACTURING

PETROLEUM

23 oil refineries in Kansas produce products valued at over \$100,000,000 annually. The 40,000 Kansans employed in this industry earn nearly \$5,000,000 per year.

FOODSTUFFS

In the KFH Airea considerable foodstuff is produced. The wide variety includes crackers, canned goods and coffee. Meat packing firms located here are an important part of the state's packing volume, which ranks 4th in the nation.

BLDG. MATERIALS

Cement production in Kansas is approximately \$7,000,000 annually. Nearly \$1,000,000 worth of building stone, brick, tiles, and related items are also produced. Sash and door plants and planing mills are active in the KFH Airea.

GRAPHIC ARTS

Wichita is an important graphic arts center. Every branch is represented, including photo-engraving, lithography, type foundries, binders, wholesale paper houses, paper boxes and all types of printing and composition. Specialists in year-books, etc., reach even to New York for trade.



Processing of the Mineral and Agricultural products of the KFH Airea constitutes a huge industrial enterprise in itself.

But, in addition, is the widespread production activities of manufacturers more recently attracted by the abundance of cheap fuel, available as a result of extensive gas and oil development.

Latest figures indicate the annual value of manufactured products in the KFH Airea as \$338,000,000.00, from 1,384 plants.



FLOUR, FEED

Kansas leads the nation in flour milling. More than 100 mills produced 15,066,523 barrels of flour in 1936. Feed and related items are also produced in large volumes.

AIRPLANES

In 1928 Wichita was producing 1/4th of the Nation's commercial aircraft. Today 4 factories are operating at full capacity, and are being enlarged. Two factories produce many military planes for domestic and foreign use.

OIL SUPPLIES

Oil field equipment made in the Wichita area is known throughout the world. These firms have grown to the position of leaders in their field, and produce considerable machinery for export trade.

APPLIANCES

Coleman lamps and stoves are the standard of quality in American farm and small-town homes. The national and international sales of this firm are augmented by gas furnace and electrical appliance sales by other local manufacturers.

MINERAL WEALTH

OIL FIELDS

The oil fields of the KFH Airea rank high nationally. Kansas produced 69,231,086 barrels of oil in 1937, and has discovered a new oil pool on an average of one a week for the last two years.

NATURAL GAS

57,125,000,000 cubic feet of natural gas was produced in Kansas in 1935, and the output has since climbed. One of the Nation's 3 Helium plants is located in Kansas. Natural gasoline, produced from natural gas, totaled 36,908,000 gallons in 1936.

CEMENT

Kansas produced 3,560,321 barrels of cement in 1936, maintaining several plants. The raw material supplies are considered inexhaustible. Gypsum production in Kansas totaled 92,619 tons in 1935.

CLAYS

The supply of red-burning clays in Kansas are tremendous, and are used to manufacture brick, pottery, etc. The large sand, gravel and stone resources of Kansas produced nearly \$8,000,000 in 1936.



Mineral wealth in the KFH Airea is increasing in value, year by year. Latest figures (1935) show the value of minerals produced in Kansas as \$96,995,947.00, a gain of \$16,000,000.00 over the preceding year. Since this time development activity has been even more intensive.

Rock Wool, for example, is now produced in this region, following the discovery of highly qualified raw materials.

1935 figures rate Kansas 9th in mineral value, rather than tenth as the year before. Kansas' mineral wealth is climbing!



COAL

Coal mined in Kansas in 1936 was valued at \$5,750,000. To this is added a considerable tonnage mined in the KFH-Oklahoma Airea. Improved techniques in open-pit mining methods are enabling exploitation of several additional fields.

SALT

Salt reserves underlying central and southwestern Kansas are sufficient to last the U.S. a half million years at the present consumption rate. The 704,164 tons of salt produced in 1936 were valued at \$2,580,166.

ZINC AND LEAD

During a recent 12-year period, for which figures are available, the zinc and lead ores of Kansas produced an average of \$10,000,000 annually, ranking 4th in the nation. Oklahoma deposits are similarly valuable.

ABRASIVES

Kansas is the largest producer of volcanic ash, or pumice, used as an abrasive. 1936 production was 42,657 tons which brought \$117,757 to a relatively small region.

WITH INCOME FROM MANY DIVERSIFIED SOURCES

AGRICULTURE

WHEAT

Kansas, the Nation's greatest wheat producing state, produces $\frac{1}{4}$ th of the total. This state uses more wheat for planting than 28 other states harvest.

SORGHUM

The more than 3,000,000 acres of grain and forage sorghum in Kansas produce valuable feed crops for the Nation's livestock. Kansas is 2nd in sorghum production.

DAIRY

Kansas' third largest agricultural industry is the dairy business. Creamery butter produced annually in Kansas alone would fill 2,280 freight cars! 1935 dairy income was \$38,648,000.

LIVESTOCK

Even though Kansas leads in wheat production, its chief source of income is from livestock! The sale of products of livestock totaled \$132,894,735 in 1936.



The KFH Airca covers one of America's most important diversified farming sections. Late figures show the total farm income of Kansas, averaged over a 5-year period, as \$447,999,000.00 annually.

The vast agricultural resources of this area include practically every crop, and practically every type of livestock known. But, besides the great production of well-known products, Kansas ranks high in lesser known items, too.

Kansas is third in flax seed production, for example, and produces 90% of the Nation's apple seedlings, and the second largest creamery in the U.S. is in Kansas.



ALFALFA

Kansas is the Nation's leading grower of alfalfa seed. The abundance of alfalfa has valuably contributed to the quantity and quality of livestock produced in Kansas.

CORN

Ranking 7th in corn production, Kansas usually uses this crop to feed its livestock. The value of corn raised in Kansas in 1937 was \$17,228,840, but in a good year, as 1928, totals \$113,555,000.

POULTRY

29,034,488 chickens were raised in Kansas during 1934, 90% of the farms kept poultry which produced a total of 3,000,000 eggs for every day of the year.

BROOM CORN

The broom corn used in 22,000,000 brooms sold last year was purchased principally from Wichita. The center of a great broom corn region, Wichita handles more than 70% of the Nation's production of this item.

DISTRIBUTION

DISTRIBUTION

There are 4,094 wholesale establishments located in the KFH Airca, serving every line of business. Their average annual sales are \$307,430.00.

The combined wholesale and jobbing sales of Kansas for 1937 exceeded \$604,000,000.

TRUCKING

In 1936 there were 709 different truck line companies operating in Kansas. To these are added the facilities of 560 interstate lines ... 1,269 in all.

These lines, maintaining central distribution points and efficient schedules, render overnight delivery service to practically any point within 250 miles.



Few trade territories comparable to Wichita have developed a distribution and transportation system so complete, so efficient.

The entire region is spotted with warehouses, distributing points, railroad and truck terminals, and is honeycombed with good roads and with railways. The air facilities of Wichita afford a "safety valve" for emergency use which valuably serves manufacturers from time to time.



RAILROADS

13 steam railroads, 6 terminal railroads, and 11 electric lines operate in Kansas. These include major roads with main lines connecting the far parts of the country, and local roads serving smaller surrounding communities.

The steam railroads alone maintain 8,782 miles of main line track within the width and breadth of Kansas' 200 by 400 miles.

AIRLINES

One of the finest airports in the country is maintained in Wichita. Regular airmail, passenger and express service is rendered Wichita by the daily schedules of TWA, Braniff and Continental Airlines.

The flights of these planes radiate from Wichita to every point of the compass. Wichita is the "Air Crossroads" of the nation ... with 4 airports!

HERE ARE YOUR 1,700,000 POTEN

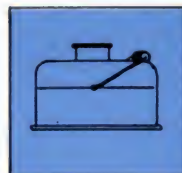
MAKING MONEY

KANSAS PER CAPITA WEALTH
LEADS THE NATION!



MONEY

The effective buying income of the KFH Airia is \$750,182,000.00 per year.



EMPLOYMENT

The 1937 national unemployment survey showed the percentage of Kansans reporting unemployment to be 28.8% below the national average.



INCOME

The effective buying income per family in Wichita is \$2,498 per year . . . \$248 above the national average!



PAYROLL

The total payroll from Kansas manufacturing has risen 50.8% during the 5 years, 1933 to 1938.

A Consumer Market with a Top Rating

Here is a market that ranks among the leaders . . . a market that is among the first few when compared with similar regions, and a market that compares favorably when measured with ALL of the Nation's trade areas. Look at these indications of the depth, the potential sales of this market:

Retail sales in Kansas in 1938 were 95 per cent of those of 1937; Oklahoma sales were 97 per cent of 1937. Very few states have comparable records. Drug store sales in Wichita are approximately the same as those of Syracuse, N.Y., a city nearly double in size. Kansas ranks third in non-highway consumption of gasoline. Wichita is the *2nd city of its size (or up to 250,000 population) in the Nation in retail sales volume.*

In the KFH Airia there are 1,034 auto registrations per 1,000 families. These folks bought 31,523 new cars in 1938. The stability of KFH listeners is shown by the fact that more than 95 per cent of the people are native born whites, and principally of native born parentage. The 223,431 residential telephones and the 246,456 residential light meters are a further indication of the standard of living maintained here.

Money spent for culture and recreation here is sufficient to maintain many nationally famous institutions. The National Semi-Pro Baseball Congress was built in Wichita. The Annual Southwest Road Show and Power Farming Exhibit in Wichita draws more than 100,000 people, and is one of the country's leading exhibits of its kind. The 29 colleges in the KFH Airia of Kansas have achieved fame for their contribution to the cultural and educational advancement of this region.

KFH listeners make a top consumer market—they have the means to do things—because KFH covers 70 per cent of Kansas' total effective buying income plus 20 per cent of Oklahoma's total effective buying income!

**THE TOTAL BUYING POWER OF THE WICHITA TRADE AIRIA IS
THE NATION'S SECOND GREATEST FOR MARKETS OF THIS SIZE**

TIAL CUSTOMERS

SPENDING MONEY

\$470,441,840 RETAIL SALES PER YEAR IN KFH AIREA!

Also in KFH Airea

Wholesale Stores	4,094
Sales, \$307,430,000	
Eating and Drinking Places	3,369
Sales, \$19,954,000	
General Stores with Food	791
Sales, \$13,395,000	
Apparel Group Stores	1,101
Sales, \$28,177,000	
Furniture and Household Stores	815
Sales, \$12,720,000	
Other Retail Stores	2,065
Sales, \$26,482,000	
Individual Tax Returns in KFH Airea	42,717
New Car Sales in 1938	31,532

DRUGS



987 retail drug stores in the KFH Airea have an annual sales volume of \$18,514,000.00.

FOOD



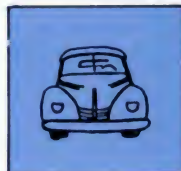
5,360 food stores in the KFH Airea sell \$97,625,000.00 worth of merchandise per year.

GEN'L MDSE.



The 631 general merchandise stores (without food) in the KFH Airea have a volume of \$44,606,000.00 per year.

CAR SALES



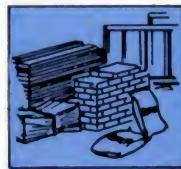
The combined annual volume of auto dealers and garages in the KFH Airea amounts to \$83,080,000.00.

FILLING STATIONS



4,520 filling stations sell \$35,963,000.00 in merchandise per year.

BUILDING MATERIALS



\$42,500,000.00 worth of building materials are sold annually by 2,025 dealers in the KFH Airea.

THE KFH AIREA SUPPORTS 24,025 RETAIL STORES



RADIATES FROM

The principal owners and officers of The KFH Company, Inc., are John Rigby, President; Marcellus Murdock, Vice-President, Publisher of The Wichita Eagle Newspapers, and General Manager of KFH; Mrs. Richard M. Gray, Secretary; Marsh Murdock, Treasurer. Victor Murdock is the Managing Editor of the Wichita Eagle, important sister medium of KFH.

The careful thought and untiring effort of these leaders, together with the interlocking policies of these two important media, are directly responsible for the wide scope of influence and effectiveness of KFH in Wichita and the Southwest.



JOHN RIGBY



MARCELLUS MURDOCK



MRS. RICHARD M. GRAY



Behind KFH . . .

John Rigby and Richard M. Gray, operators of Hotel Lassen, purchased WEAH from the Wichita Board of Trade on April 30, 1925. The station was then using 50 watts on 1071 kilocycles.

Authorized to increase power from 50 to 500 watts on 1220 kilocycles on January 20, 1926.

Granted permission to operate on 1300 kilocycles, using 1,000 watts on November 11, 1928, dividing time half and half with WIBW.

The Wichita Eagle purchased its interest on January 10, 1929.

Studios were moved from Hotel Lassen to Wheeler-Kelly-Hagny Annex in May, 1929. Transmitter moved to East Central Avenue.

Became a CBS outlet October 8, 1929.

Granted permission to operate 5/7 time, dividing with WOQ, December 1, 1929.

Transmitter burned December 18, 1929.

New building and Western Electric equipment installed; back on the air January 18, 1930.

Moved studios to East Central location in August, 1933.

Granted full operating time, June 14, 1933.

Moved to present studios in the York Rite Temple Building, June 1, 1935.

Blaw Knox Vertical Radiator installed, October, 1935.

Granted 5,000 watts L.S. power July 17, 1936, and new equipment installed.

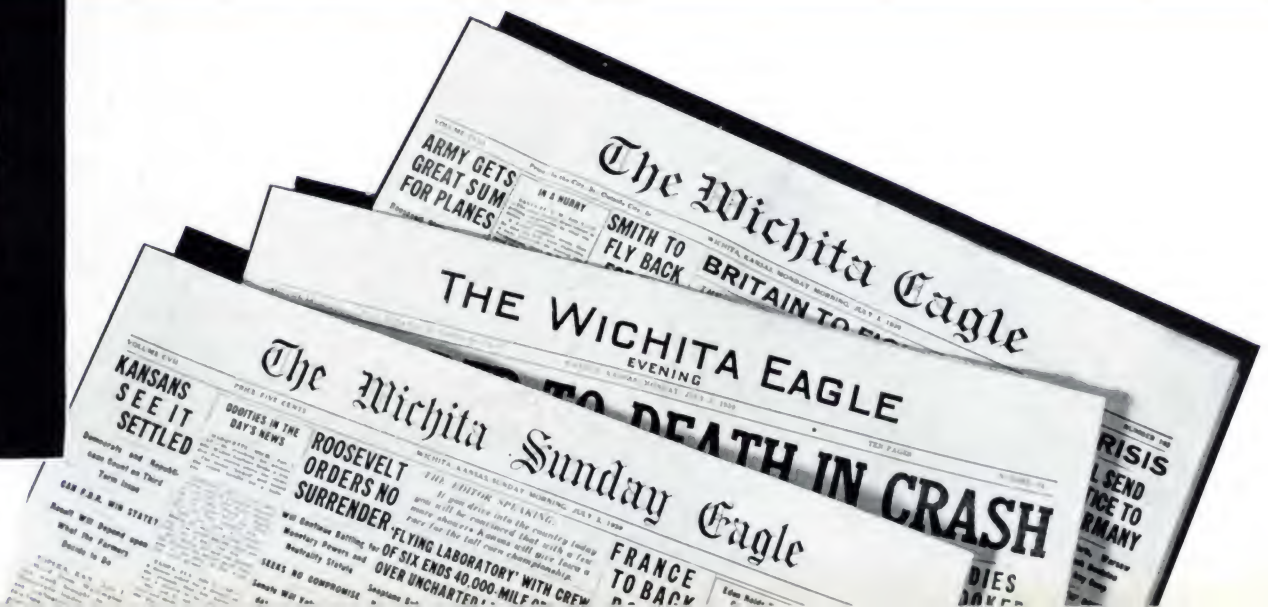
The Wichita Eagle Newspapers . . .

The Morning, Evening and Sunday Wichita Eagle Newspapers are circulated generally throughout a large part of the KFH Area. This has been valuable to the merchandising of daily program information—which is interestingly displayed in every issue. When KFH activities create news it is treated as such. While the two organizations are entirely separate, the strength of both has been effectively combined to the advantage of advertisers.

THE HUB OF THE SOUTHWEST



VICTOR MURDOCK



RECOGNITION

The *most powerful* full-time radio station in Kansas... the *only* full-time station in Kansas with 5,000 watts L.S., 1,000 watts night... THAT'S KFH!

There is no other station over 250 watts within the one-half millivolt area of KFH. There is no other full-time station over 250 watts within the KFH one-tenth millivolt area. *No other station delivers a comparable signal throughout the KFH one-half millivolt area!*

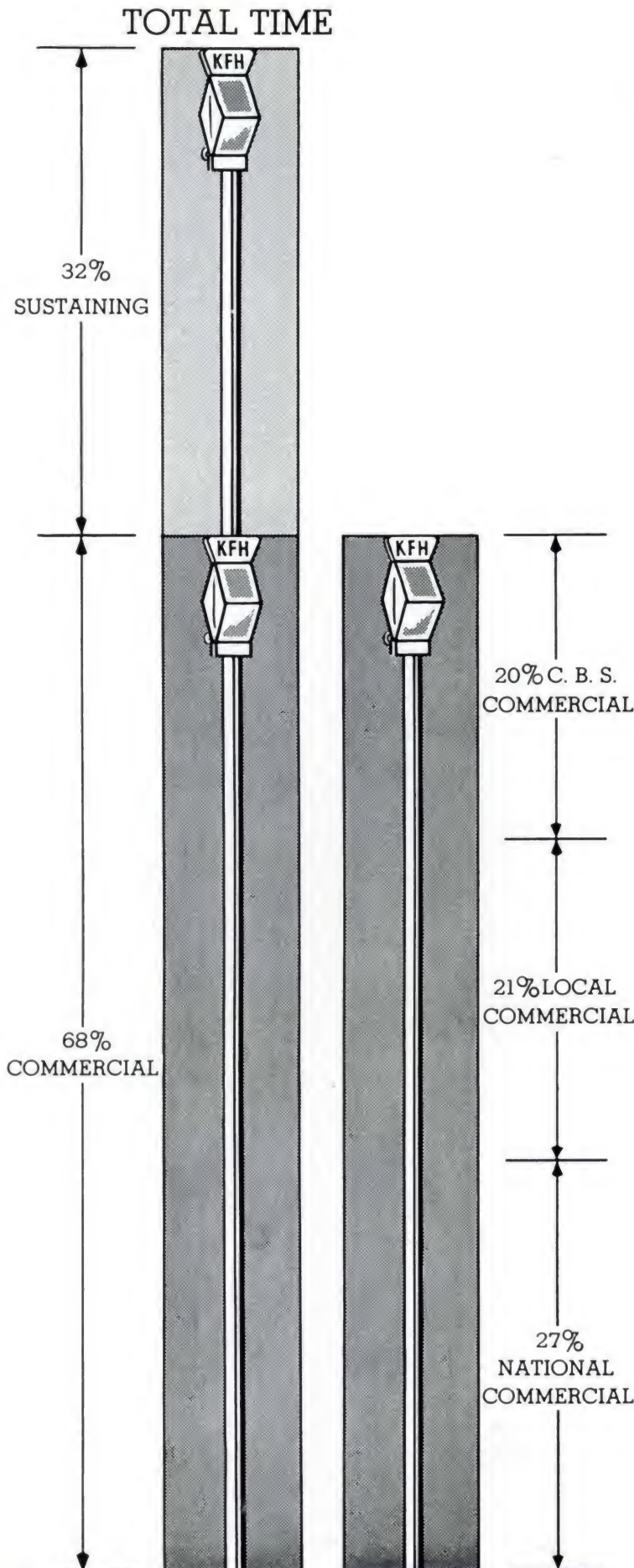
KFH intensely covers and definitely influences a rich regional market, and a market that no other radio station can more than scratch. An important fact to remember in buying radio coverage in Kansas is that the geographical area is relatively unimportant as a purchasing power index. For example, the 33 counties of Western Kansas, which are *beyond* the KFH Airea, have but 13% of the radio homes of Kansas.

A glance at the KFH schedule proves the extent of the recognition of KFH's sales ability. The 19 hours of week-day broadcasting (5:00 to 12:00 a.m. week-days and 8:00 to 12:00 a.m. Sundays) are a lively combination of national and local sponsored programs, spot announcements and sustaining features.

But... look at the ratio of sponsored time to sustaining time! 68% commercial, 32% sustaining! What else could more effectively describe the recognition of the value of KFH than this example of its widespread usage by advertisers?

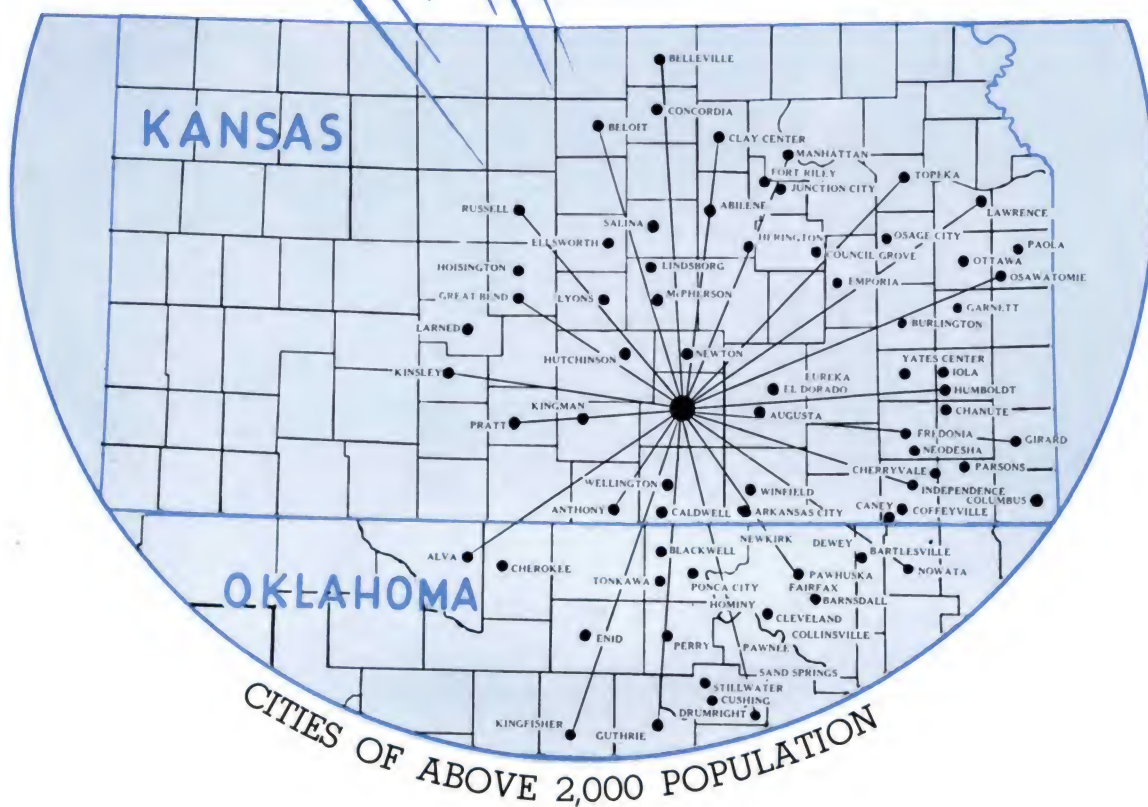
And note this balance of programs—a factor which increases KFH audience interest, and increases KFH advertising value: the 32% sustaining programs are added to 20% CBS commercial programs, 21% local commercial programs, and 27% national spot commercial.

Advertisers recognize the value of the Wichita Market—and the value of covering it intensely *via* KFH.



OF **KFH** EFFECTIVENESS

IN SERVING AN AREA THAT RADIATES 125 MILES IN EVERY DIRECTION--AN AREA WITHOUT OTHER PRIMARY COVERAGE FROM OUTSIDE SUPER-POWER STATIONS



They Look To Wichita - - and To KFH

The heart of Kansas and Northern Oklahoma is a large market . . . 250 miles north to south and east to west. This area has but one large city—Wichita, and but one full-time radio station stronger than 250 watts—and that station is KFH, with 5,000 watts daytime strength!

Hence, most of the 454,263 families in the KFH Area depend on Wichita, and logically upon KFH, for their buying, their culture, their recreation.

For example, there is no other powerful outlet of any radio network which primarily covers this entire trade terri-

tory. Think of "the KFH habit" which has developed through the years as a result of this one thing alone!

KFH has built itself into the lives of these families because KFH serves them well. This means that KFH advertisers get a richer, better audience per dollar invested than is possible where several regional outlets divide the audience.

Advertisers go straight to their prospects—through KFH!

KFH KNOWS ITS AUDIENCES--AND

NEWS BROADCASTS



"GRAEME FLETCHER said it . . ." has ▼ become a byword at bridge, or dinner and wherever friends may meet. Five conveniently spaced fifteen minute news strips daily, full United Press leased wire service plus one of the Nation's outstanding newscasters has made the KFH news one of the most powerful influences in the Southwest.

OLD TRADER HOUR



THIS RADIO personality was developed by Vernon Reed, veteran Program Director of KFH. The Old Trader has traded everything from goats or shotguns to airplanes or farm equipment. He offers for trade over KFH whatever trades are sent to him by listeners and he is always many trades behind the supply. This friendly service has been a leading feature over KFH for many years.

FARM NEWS



TWENTY-ONE YEARS AGO Bruce ▼ Behymer began carving his career as the farm news market editor at The Wichita Eagle. During the past ten years of livestock market and farm news broadcasting over KFH, Bruce Behymer has become one of the best known voices to Kansas farmers. He tells them when to buy and when to sell, and when he speaks, Kansas and northern Oklahoma listen.

QUIZZER BASEBALL



EACH THURSDAY NIGHT throngs come ▼ to a local theatre to match wits with the Quizzer Baseball Master of Ceremonies. Some go away richer and wiser. This new kind of quiz game is modeled along baseball lines except for the questions asked. It has been building business steadily for the same sponsors for the past two years. In short, another KFH feature has "caught on" in public fancy.

ARK VALLEY BOYS



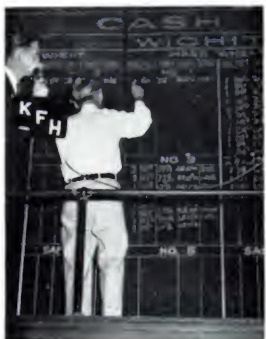
MORE THAN 160,000 people have paid ▼ over \$12,000 to see the KFH Ark Valley Boys during the past few months. They are the nucleus of the KFH Barn Dance Frolic each Saturday night and are also on the air at intervals during the week. They are in constant demand for personal appearances in the KFH Airia.

TEA TIME JAMBOREE



EACH AFTERNOON the KFH Tea ▼ Time Jamboree fills every available bit of studio standing room. An informal audience participation program, with The Merrymakers, the KFH 11-piece staff orchestra, furnishing the music; Elmer Winterbottom (Susie Glutz on alternate days) furnishing comedy aplenty. Popular vocals, a studio quiz, and genial Eddie McKean to keep things moving smoothly. Network calibre.

MARKET QUOTATIONS



MANY YEARS of consistent market ▼ quotation broadcasting has made KFH the standby for this vital service to the Southwest. Three times daily KFH broadcasts directly from the trading floor of the Wichita Board of Trade (the 5th greatest wheat market in the U.S.) then switching to the Wichita Livestock Yards for the latest livestock quotations. An important service kept right up-to-the-minute.

PHANTOM THEATRE



ELEVEN P.M. FRIDAYS—the studio is ▼ full—lights are low—a scream rings out—the KFH Phantom Theatre is on the air, ghost to ghost. Kansans like to have the living day-lights scared out of them each Friday night, eleven to eleven-thirty p.m. They tell us so. This program is written and produced entirely by KFH writers and actors. Started as an experiment, popular demand has maintained this feature attraction.

D BUILDS PROGRAMS THEY LIKE

CLAMBAKE CABARET



It's a LONG way to Tipperary, but ▼ the KFH Clambake Cabaret whisks you there in a jiffy. Featuring Butch McGurk (Eddie McKean) and cockney Bill Massy with droll humor and songs in dialect. The full staff of KFH actors is supported by the KFH Streamliner Orchestra. The Clambake Cabaret has become a local program with really *outstanding* entertainment merit.

SHORT WAVE



FROM THE very beginning of KFH ▼ the sound engineering principles and skill of Amos Dadisman, KFH Chief Engineer, has guided the destiny of KFH from the technical standpoint. Station W9XUO is maintained to keep KFH "on the spot" where important things are happening but are inaccessible to ordinary facilities. KFH covers the field of sports, spot news and special events.

BIG LEAGUE BASEBALL



KFH HAS BEEN the only station in ▼ the entire Southwest broadcasting Major League Baseball. Larry Stanley, KFH sportscaster, is credited by the sponsors, General Mills and Socony Mobilgas, with doing a first class job of re-creating afternoon baseball for the KFH audience, and in selling their products. KFH is definitely the sports station for the KFH Airea of Kansas and northern Oklahoma.

BARN DANCE FROLIC



DEVELOPED BY VERNON REED, KFH ▼ Program Director, the KFH Barn Dance is a continuous show from 7 p.m. to midnight. Portions are broadcast between dancing periods. The Ark Valley Boys are augmented with a complete stage presentation. Did you ever see hundreds of "sets" in an old fashioned square dance? No? Then come to the KFH Saturday Night Barn Dance Frolic!

UNCLE BEN'S FUNNIES



WHAT WOULD SUNDAY BE in the ▼ KFH Airea without Uncle Ben's broadcast of the Sunday Wichita Eagle funny paper. For several years past, Ben F. Hammond, nationally-known cartoonist and creator of the "Hoots" and "Quacks" characters, has been regaling children of "pre-sophistication age" with his delightful Sunday chore. If children could vote, Uncle Ben would be a cinch for Governor!

COUNCIL OF CHURCHES



KFH MAKES A PLACE in the daily ▼ schedule for the spiritual welfare of its listeners. One or another of Wichita's most popular religious leaders broadcasts each morning. The material is brief but to the point and kept interesting and attractive, bearing in mind a vast and diverse audience.

BR'ER FOX CLUB



MORE THAN 6,000 Wichita children ▼ maintain membership in the Br'er Fox Club, a combined radio-theatre promotion. Each Saturday they swarm to the theatre, the price of admission being only 5c and proof of purchase from one of the several sponsors. The show is handled by KFH personnel and sponsors are seldom lacking.

PARLOR PLAYHOUSE



ANOTHER OUTLET for the acting ability of the KFH staff and the facile pen of its continuity department has been The Parlor Playhouse series. A half-hour program of sweet melody, smooth rhythm, and a clever portrayal of homey everyday life. The Parlor Playhouse has been a very welcome guest each week in many homes of the KFH Airea.



STAFF ORCHESTRA

Here is another important factor in the KFH program facilities. This staff orchestra of 11 accomplished musicians is heard daily in various combinations on both commercial and sustaining programs.

Also shown is one of the KFH studios from whence originate many of KFH's local programs which KFH realizes must *always* be of network caliber.



The Only **CBS** Station Within 125 Miles

Radio stations "hold" their audiences far more effectively when they augment regular station entertaining features with the programs afforded by network facilities. KFH is the Columbia outlet for the entire Wichita trade area, so maintains a sizeable standing audience for this reason alone.

But here is something far more important to advertisers: KFH is the *only* Columbia Network outlet within 125 miles of Wichita! Further, the nearest NBC station of more than 100 watts is more than 150 miles from Wichita!

You'll be quick to see why radio families in the big Wichita market turn to KFH, for only KFH brings them the "plus" service of the networks with a signal strength that is completely satisfactory.

KFH is the network station of the Wichita trade area . . . KFH is the Columbia station of this area . . . KFH is *the* radio station of this area!



CBS

NO WONDER

These National Advertisers Have Used KFH Last 18 Months

Air Conditioning Training Corp.
Allis Chalmers Mfg. Co.
American Pop Corn Co.
American Chicle Co.
American Tobacco Co.
 "Your Hit Parade" CBS
 "Sophie Tucker" CBS
 Also Announcements
Automobile Mfgs. Ass'n
Barton Mfg. Co.
Bond Bread Co.
 "Guy Lombardo" CBS
Braniff Airways
Brown & Williamson Tobacco Corp.
Buick Motor Co.
Bulova Watch Co.
Bunte Bros.
Campbell Soup Co.
 "Hollywood Hotel" CBS
 "Orson Wells" CBS
Canute Co.
Carey Salt Co.
Carter Products Co.
Caterpillar Tractor Co.
Chamberlain Laboratories
Cheeseborough Mfg. Co.
 "Dr. Christian" CBS
Chevrolet Motor Co.
Chicago Herald & Examiner
Chrysler Corp.
 "Major Bowes" CBS
 Also Announcements
Coca-Cola Bottling Co.
 "Refreshment Time" CBS
Coleman Lamp & Stove Co.
Colgate-Palmolive Peet Co.
 "Ask-It-Basket" CBS
 "Gang Busters" CBS
 "Myrt & Marge" CBS
 "Hilltop House" CBS
 Also Announcements
Columbia Brewing Co.
Continental Baking Co.
 "Pretty Kitty Kelly" CBS
Democratic State Committee
Dr. Pepper Bottling Co.
Dri-Brite, Inc.
Edwards Coffee
Ethyl Gasoline Corp.
 "Tune Up Time" CBS
Firestone Tire & Rubber Co.
Fred Fear & Co.
Florida Citrus Commission
J. A. Folger & Co.
Ford Motor Co.
 "Sunday Evening Hour" CBS
 "Al Pearce" CBS
 Also Announcements
Frigidaire Corp.

Gardner Nursery
General Baking Co.
General Foods
 "Kate Smith Hour" CBS
 "Joe E. Brown" CBS
 "We The People" CBS
General Mills
General Motors Corp.
Goldenwest Milling Co.
B. F. Goodrich Co.
Griffin Mfg. Co.
Hawaiian Pineapple Co.
 "Honolulu Bound" CBS
Heinz Co.
 "Magazine of the Air" CBS
Holland Furnace Co.
Horlicks Malted Milk Corp.
Hudson Motor Co.
 "Hobby Lobby" CBS
 Also Announcements
Industrial Training Corp.
International Harvester Co.
Ironized Yeast Co.
James Mfg. Co.
Kellogg Co.
Kroger Groe. & Baking Co.
Lady Esther
 "Lady Esther Serenade" CBS
Lever Bros.
 "Lux Theatre" CBS
 "Big Town" CBS
 "Tuesday Night Party" CBS
 "Big Sister" CBS
 "Ann Jenny's Real Life Stories" CBS
 "The Life and Love of Dr. Susan" CBS
 Also Announcements
Liggett & Myers Tobacco Co.
 "Paul Whiteman" CBS
 "Burns & Allen" CBS
P. Lorillard & Co.
 "Melody and Madness" CBS
Mantle Lamp Co.
Marshall Canning Co.
Master Lock Co.
Maytag Co.
Miles Laboratories
Montgomery Ward & Co.
Muehlebach Brewing Co.
Nash Motors
 "Prof. Quiz" CBS
Nehi Corp.
 "Believe It Or Not Ripley" CBS
Oneida, Ltd.
Paxton & Gallagher Co.
Pet Milk Co.
 "Saturday Night Serenade" CBS
 "Mary Lee Taylor" CBS
Phileo Radios
 "Boake Carter" CBS

Phillip Morris & Co.
 "Johnny Presents" CBS
Phillips Petroleum Co.
 "Phillips Polly Follies" CBS
 "Phillips Evening News"
 Also Announcements
Pontiac Motor Co.
 "Ethyl Cravens" CBS
President Hotel
Proctor & Gamble
 "Road of Life" CBS
 "This Day Is Ours" CBS
 "Ma Perkins"
 "Kitty Keene"
 Also Announcements
Prudential Insurance Co.
 "When a Girl Marries" CBS
Pullman Co.
Purex Corp., Ltd.
Quaker Oats Co.
Railway Express Agency
Reid Murdoch & Co.
Republican Central Committee
R. J. Reynolds Tobacco Co.
 "Jack Oakie's College" CBS
 "Benny Goodman" CBS
 "Eddie Cantor's Camel Caravan" CBS
Schaeffer Pen Co.
Sears-Roebuck & Co.
Seidlitz Paint & Varnish Co.
Simmons Hardware Co.
Skelly Oil Co.
 "Court of Missing Heirs" CBS
 "Captain Midnight"
 Also Announcements
Smith Bros.
Soco-Vacuum Oil Co., Inc.
Swift & Co.
Texas Co.
 "Texaco Star Theatre" CBS
 "Texaco Circle Boys"
Twentieth Century-Fox
United Drug Co.
U.S. Rubber Co.
 "99 Men and a Girl" CBS
Vicks Chemical Co.
 "Vicks Open House" CBS
 Also Announcements
Walker Remedy Co.
Washington State Apples, Inc.
White Eagle Oil Corp.
White Laboratories, Inc.
Willard Hotel
Wm. Wrigley, Jr., Inc.
 "Scattergood Baines" CBS
 "Gateway to Hollywood" CBS
Zenith Radio
 "Zenith Foundation" CBS

KFH Local Advertisers Could Serve a Metropolitan Area

Auctioneers, 2
Auto Dealers, 7
Auto Service, 2
Auto Supplies, 3
Bakeries, 2
Banks, 1
Beauty Shops, 1
Beer Distributors, 1
Book Stores, 3
Breakfast Foods, 1
Building and Loan Companies, 3
Chemical Companies, 1
Churches, 2
Cleaners, 2
Coffee, 2
Dairies, 4
Department Stores, 3
Drug Stores, 2
Farm Supplies, 3
Flying Service, 1
Furniture Stores, 3

Furriers, 1
Grocery Stores, 2
Hardware Stores, 1
Hat Cleaning, 1
Home Building Services, 1
Household Appliances, 6
Insecticides, 1
Insurance Companies, 3
Jewelers, 3
Knitted Goods, 1
Landscaping, 1
Laundries, 3
Lumber Companies, 1
Mattress Companies, 1
Men's Clothing Stores, 4
Metal Products, 1
Monument Companies, 1
Night Clubs, 4
Nurseries, 3
Organizations, 4
Paint and Wallpaper Stores, 4

Pawn Shops, 1
Political, 3
Radio Companies, 1
Recreation, 2
Real Estate, 2
Religions, 2
Restaurants, 2
Rug Cleaners, 1
Schools, 1
Shoe Repairers, 1
Shoe Stores, 9
Sporting Goods, 1
Sports Events, 3
Tailors, 2
Tent and Awning Companies, 2
Theatres, 3
Tire Companies, 2
Transfer and Storage, 1
Travel Bureaus, 1
Utilities, 1
Variety Stores, 1

SHOWMANSHIP



KFH Barn Dance Frolic



Many National Contest Winners Among KFJ Audience



KFH Covers World Premiere, "DODGE CITY"



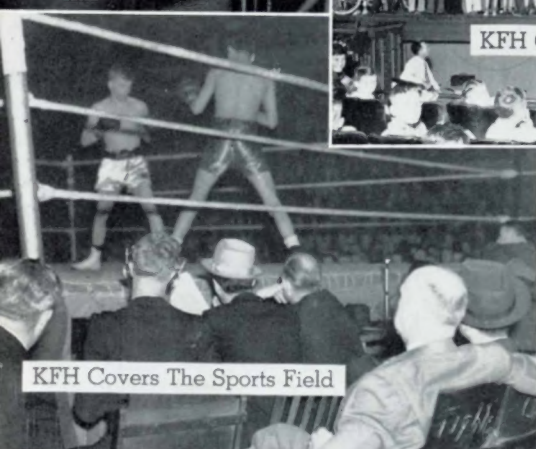
KFH Feeds CBS With Outstanding Features



Geo. M. Cohan in KFJ Studio



KFH Caters To The Kiddie Audience



KFH Covers The Sports Field



KFH Local Shows Are Of Network Caliber



Dr. T. Z. Koo, Another KFJ Visitor



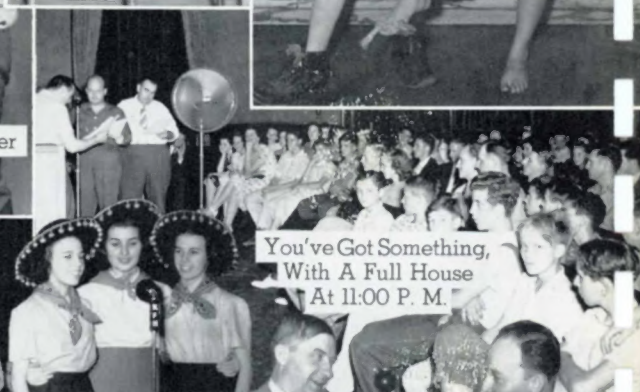
KFH Stars Top Notch Hill Billies



Marcellus M. Murdock, Gen. Mgr. KFJ Interviews H. V. Kaltenborn



El Brendel and Other Headliners Are Frequent KFJ Visitors



You've Got Something, With A Full House At 11:00 P. M.



Barnes Addresses KFJ Audience



If It's Worth A Crowd, KFJ Is Always There



Stars are Born At KFJ

International Correspondent R. H. Markham and Graeme Fletcher Review World Events



Public Interest, Convenience and Necessity Must Be Maintained
Clark A. Lathrop, National Sales and Promotion
Vernon Reed, Veteran KFJ Program Director
F. S. Clark, Business Manager

KFH Follows State Corn Husking Contest By Short Wave

SELL THE WICHITA AREA THROUGH ---



5000 WATTS LS -- 1000 WATTS NIGHT -- 1300 KILOCYCLES
◆ REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC. ◆

SOURCES—The KFH Co., Inc., makes grateful acknowledgment to the following sources of market data:

The Consumer Market Data Handbook, 1939 Edition
Sales Management Survey of Buying Power, April 1939*
Agricultural Resources of Kansas

State Geological Survey of Kansas
Kansas Factories and Workshops

Joint Committee on Radio Research, Estimate of Radio Homes in U.S., 1933

* Copyrighted by SALES MANAGEMENT April 10, 1939, Survey of Buying Power, and reproduced by special permission of the copyright owner.
Further reproduction prohibited.

REMEMBER THIS!

70% of the effective buying income of Kansas

• AND •

20% of the effective buying income of Oklahoma

• IS WITHIN •

The logical daytime coverage Aireas of KFH